

The Diamond Real Estate Team

The “Pro-Active” approach to getting your home sold!!

Our objectives are:

- To assist in getting as many qualified buyers as possible in your property until it is SOLD!
 - To communicate to you on a regular basis the results of our activities and
 - To Assist you in negotiating the highest dollar value between you and the buyer.
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- A full team of award winning Sales Representatives calling other agents, prospecting for Buyers, aggressively marketing your home.
 - We submit your property to our local MLS® to increase maximum exposure to every possible buyer worldwide (every agent should be working with 3-5 buyers at any given time).
 - We submit your home to 2000 Realtors on the London/St. Thomas Real Estate Board (immediately upon Seller's signature of contract).
 - Your property will be seen immediately by Buyers and their Realtors in 21 different Real Estate Boards across Ontario.
 - We will advise on pricing your home competitively in the market to open the market vs. narrowing the market. We want to sell our home instead of helping the competition sell theirs!
 - We will place your property on Facebook, Twitter, Instagram, and Kijiji where they can view all the details about your property.
 - We have a social media ad strategy for each property including Paid Social Media marketing on both Facebook & Instagram with direct links to your property
 - We have a new, cutting edge marketing approach to social marketing that includes interactive information through Facebook Messenger. This new approach lets us track who is interested in your property, and be able to market to them directly..
 - A professional For Sale Sign will be installed within 2 days of the listing (the 24 hour salesperson). 1 out of 5 people purchase a property from the professional For Sale sign.
 - Sign riders on our For Sale Sign to pick up additional Buyer calls for your home.

- Directional Signs will be used when possible to direct traffic to your home.
- We will advise our clients on staging their home.
- A professional photographer will take inside and outside pictures of your home to be used with all marketing efforts.
- A virtual tour of your property will be completed and uploaded to the MLS®
- A slide show of your home will appear with your home listing on my personal website.
- We will post a video of your home on "You Tube" the largest video media in the world, to my website and other social media platforms (Instagram and Twitter).
- An electronic controlled monitored key box entry system will be installed immediately upon listing to allow as many buyers as possible through your home.
- Realtor-to-Realtor marketing is provided by our eXp Realty head office.
- We will develop a "HIGH QUALITY FEATURE SHEET" of the features of your home for the Broker/Realtors to use with potential Buyers when viewing your home.
- Maximum exposure will be provided on realtor.ca, and my personal website, jewellsells.ca,
- We will share your listing with eXp Realtors from our office to be advertised on their websites or other forms of marketing.
- Multiple photos will be posted on realtor.ca and jewellsells.ca
- We will follow up with Realtors (who have shown your property to potential Buyers), to get feedback, interest levels and potential concerns that Buyers may have, and keep you informed.
- Updating you as to any changes in the marketplace.
- Whenever possible, pre-qualify the prospective Buyers prior to showing your home.
- We will represent you on all offer presentations to assure you in negotiating the best possible price and conditions/terms.
- We will do an Open House and post it on realtor.ca, and acquire paid social media ads
- We will send you a link to the Virtual Tour of your home to share on your personal Facebook Page
- We will keep records of all activities of your home.

* Like and share our Facebook Page to help us market your home. You never know where your buyers come from!